

Connecticut Health Insurance Exchange Consumer Outreach Forum

Small Employers Discussion Guide

Session Introduction:

The following set of questions provides a glimpse of the insights and information that we'll be seeking out in learning what is truly important across your businesses and employees as it relates to needs, expectations and desires for the Exchange. The discussion is not limited to only these questions. Forum discussions are dynamic and allow for Mintz & Hoke strategic influences to probe on specific points and subjects that occur throughout the session. The Forum discussion allows Mintz & Hoke to reach out to a wide range of audiences as one of the initial key steps in a series of audience engagements geared toward helping set the framework of the Exchange development.

Consumer Perception:

As an employer, what are your current mindsets about the healthcare industry? How does that differ from the mindsets of your employees? What is affecting these attitudes?

What affects the decisions you make related to providing healthcare options for employees? What are the obstacles that your business faces in providing healthcare coverage?

What are your perceptions about the forthcoming changes in healthcare insurance? How do you think these changes will affect your business? How do you think they will affect your employees?

What kinds of questions do you have about how that affects small businesses?

What is your current level of awareness of healthcare exchanges? What impact do you see this having on your business? How do you anticipate the exchange will affect the healthcare options available for you and your employees?

Establishing a Dynamic:

What do you think are the greatest challenges the Connecticut Health Insurance Exchange faces in consumer outreach efforts?

How do you think small businesses should access information about the Exchange? Who or what should carry the message? How does this differ with how you think employees should access the information?

What role do you see insurance agents and brokers playing in the communications around the Exchange with you and with your employees?

Focusing the Message:

What elements of the Exchange do you think cause the most confusion or apprehension for you as an employer? For your employees?

What is the most important information the Exchange needs to make available to consumers?

What tone or personality do you think the Exchange should use in their messaging?

Vision/Approach for Outreach:

What is the best way to communicate about the Exchange to small businesses and their employees? Where should these communications take place and how should they be presented?

As we consider ways to publicize the Exchange, how do we reach small businesses beyond traditional media?

Who or what are small businesses trusted source(s) for information? What is the best way to leverage these sources to reach this audience? What role should ambassadors play in communicating the Exchange?

How can we make it easier for small businesses to understand the Exchange and feel more comfortable with it?

What do you need to enable you to help your employees better understand the Exchange (i.e. communications, tools, education materials, etc)?

What can we do to help how the Exchange impacts your business in a positive manner?

Describe what you would consider to be a successful outreach effort. What are the key elements that must be a part of the introductory outreach efforts?